



Howard County, MD

Baltimore Metropolitan Council



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Economy Overview

321,628

Population (2017)

Population **grew by 22,028** over the last 5 years and is projected to **grow by 16,758** over the next 5 years.

183,433

Jobs (2017)

Jobs **grew by 11,350** over the last 5 years and are projected to **grow by 20,404** over the next 5 years.

\$113.8K

Median Household Income (2016)

Median household income is **\$58.5K above** the national median household income of \$55.3K.

As of 2017 the region's population **increased by 7.4%** since 2012, growing by 22,028. Population is expected to **increase by 5.2%** between 2017 and 2022, adding 16,758.

From 2012 to 2017, jobs **increased by 6.6%** in Howard County, MD from 172,083 to **183,433**. This change **fell short of the national growth rate of 7.6% by 1.0%**. As the number of jobs increased, the **labor force participation rate increased from 70.8% to 70.9% between 2012 and 2017**.

Concerning educational attainment, **30.1% of Howard County, MD residents possess a Bachelor's Degree** (11.7% above the national average), and **6.2% hold an Associate's Degree** (1.7% below the national average).

The top three industries in 2017 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Computer Systems Design and Related Services.

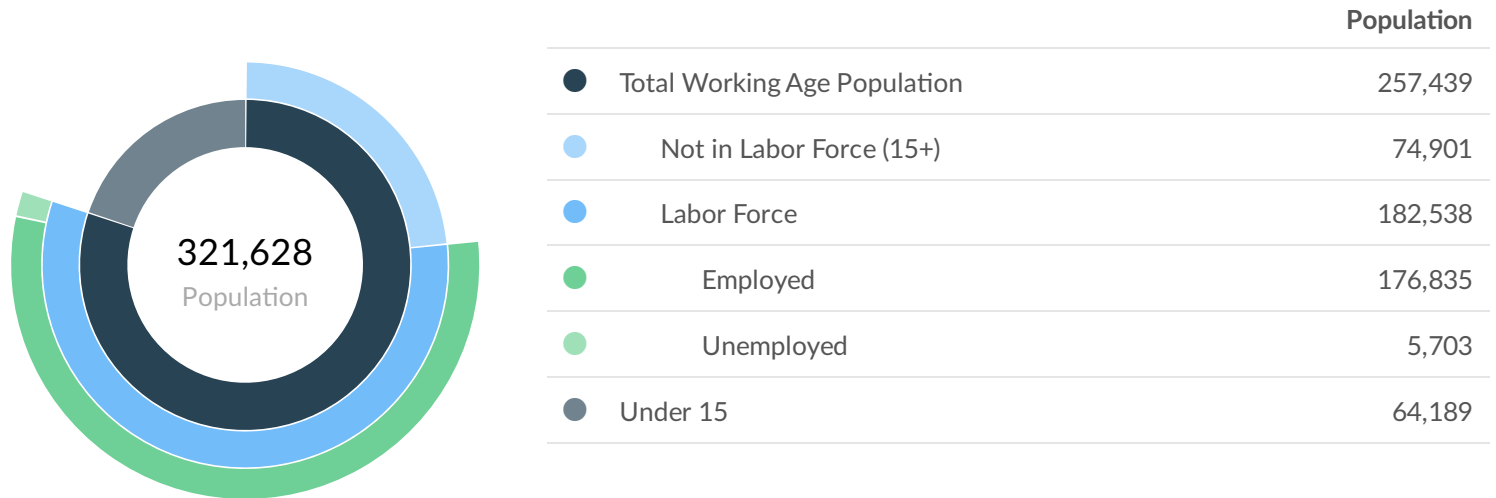


Economy Overview - Cont.

	Population (2017)	Labor Force (2017)	Jobs (2017)	Cost of Living	GRP	Imports	Exports
Region	321,628	182,538	183,433	130.8	\$27.11B	\$24.42B	\$25.47B
Austin County, TX	30,055	13,996	11,745	98.4	\$1.56B	\$2.47B	\$1.92B
Montgomery County, MD	1,054,399	567,093	528,577	135.3	\$89.81B	\$105.77B	\$154.87B

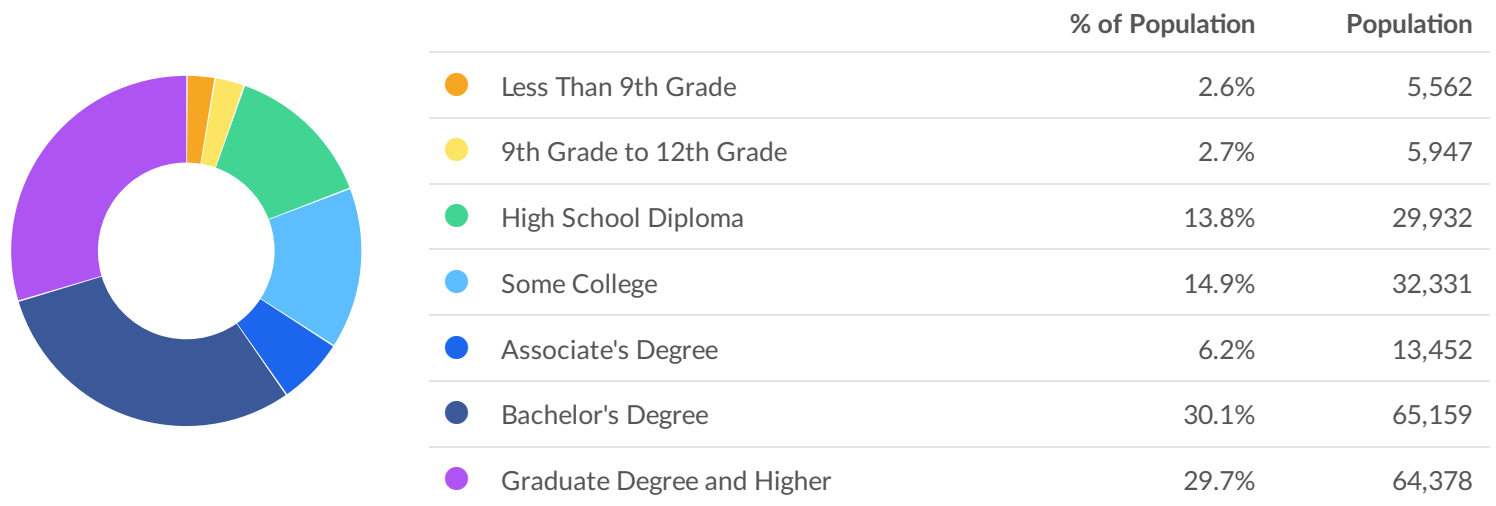
Economy Overview - Cont.

2017 Labor Force Breakdown



Educational Attainment

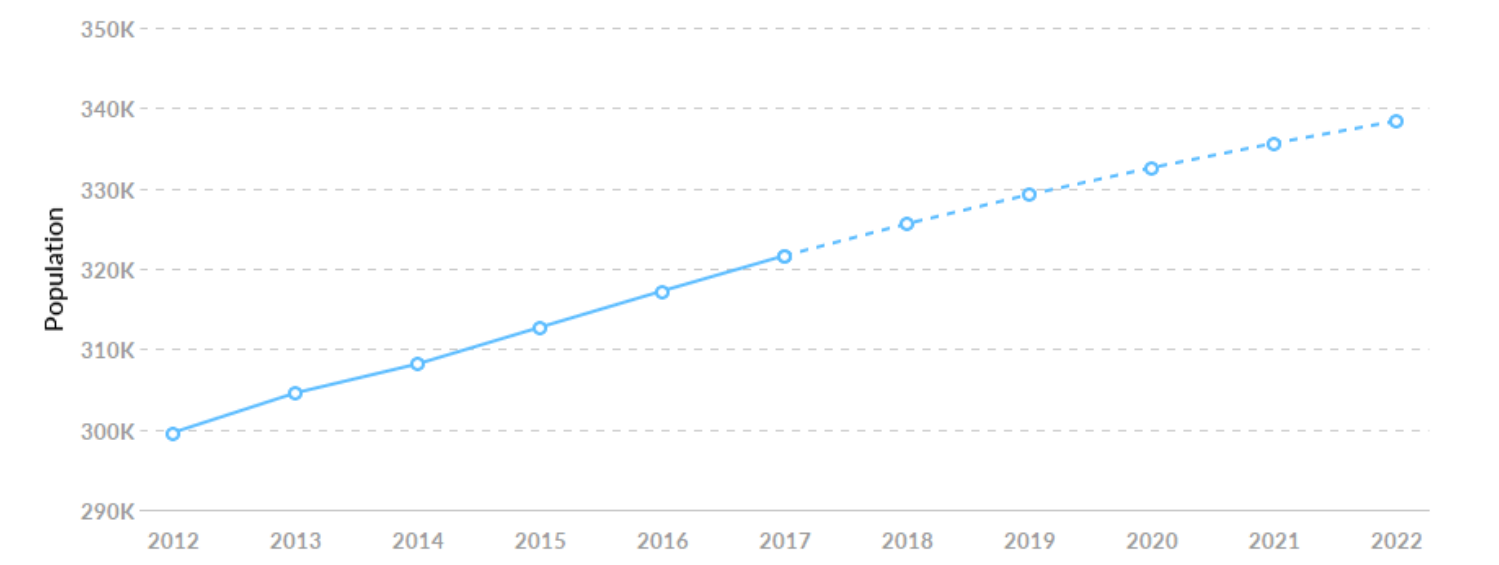
Concerning educational attainment, **30.1% of Howard County, MD residents possess a Bachelor's Degree** (11.7% above the national average), and **6.2% hold an Associate's Degree** (1.7% below the national average).



Historic & Projected Trends

Population Trends

As of 2017 the region's population **increased by 7.4%** since 2012, growing by 22,028. Population is expected to **increase by 5.2%** between 2017 and 2022, adding 16,758.

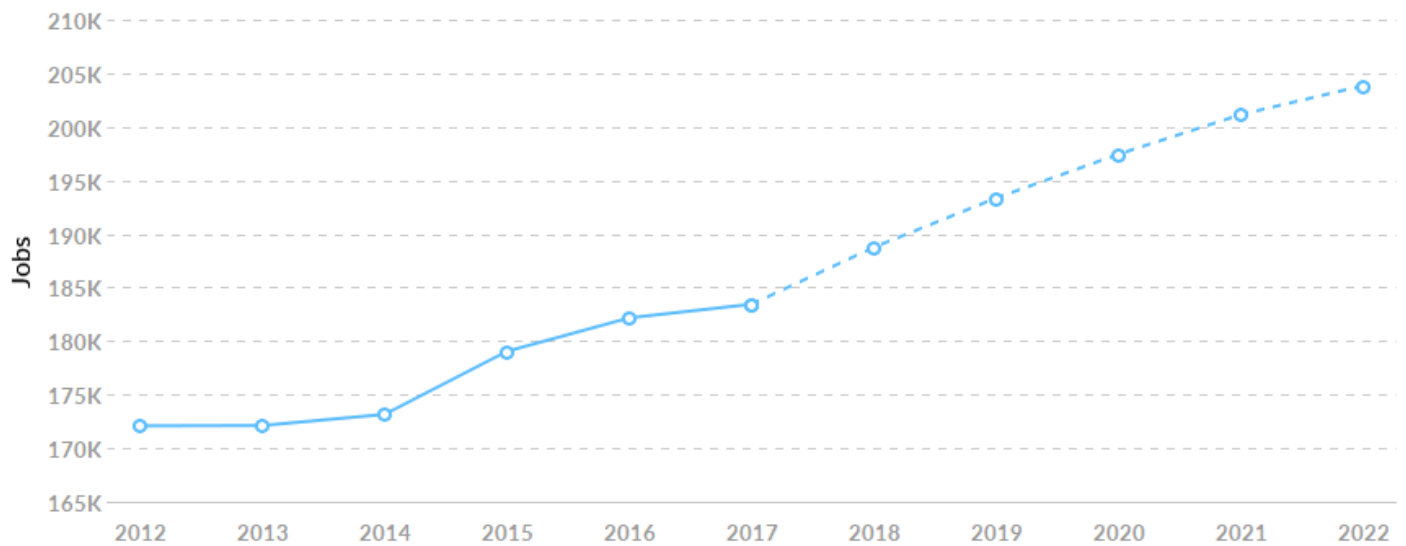


Timeframe	Population
2012	299,600
2013	304,530
2014	308,149
2015	312,708
2016	317,229
2017	321,628
2018	325,593
2019	329,234
2020	332,568
2021	335,615
2022	338,386

Historic & Projected Trends - Cont.

Job Trends

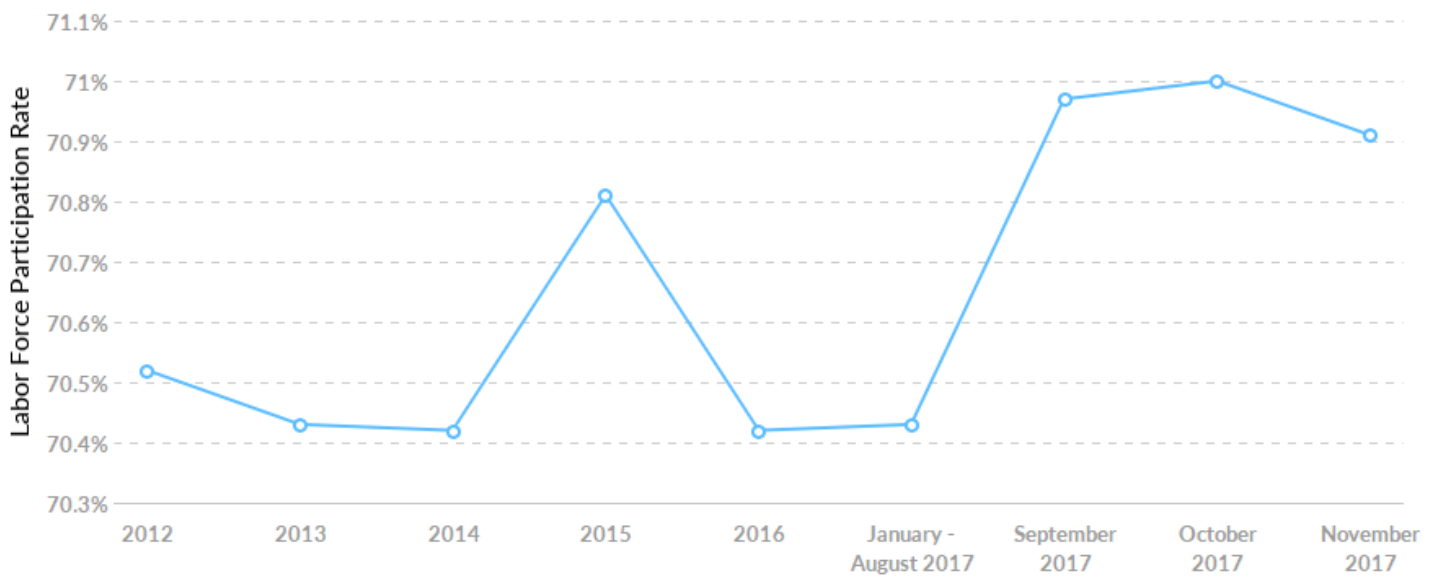
From 2012 to 2017, jobs increased by 6.6% in Howard County, MD from 172,083 to 183,433. This change fell short of the national growth rate of 7.6% by 1.0%.



Timeframe	Jobs
2012	172,083
2013	172,112
2014	173,154
2015	179,038
2016	182,163
2017	183,433
2018	188,750
2019	193,347
2020	197,442
2021	201,144
2022	203,837

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

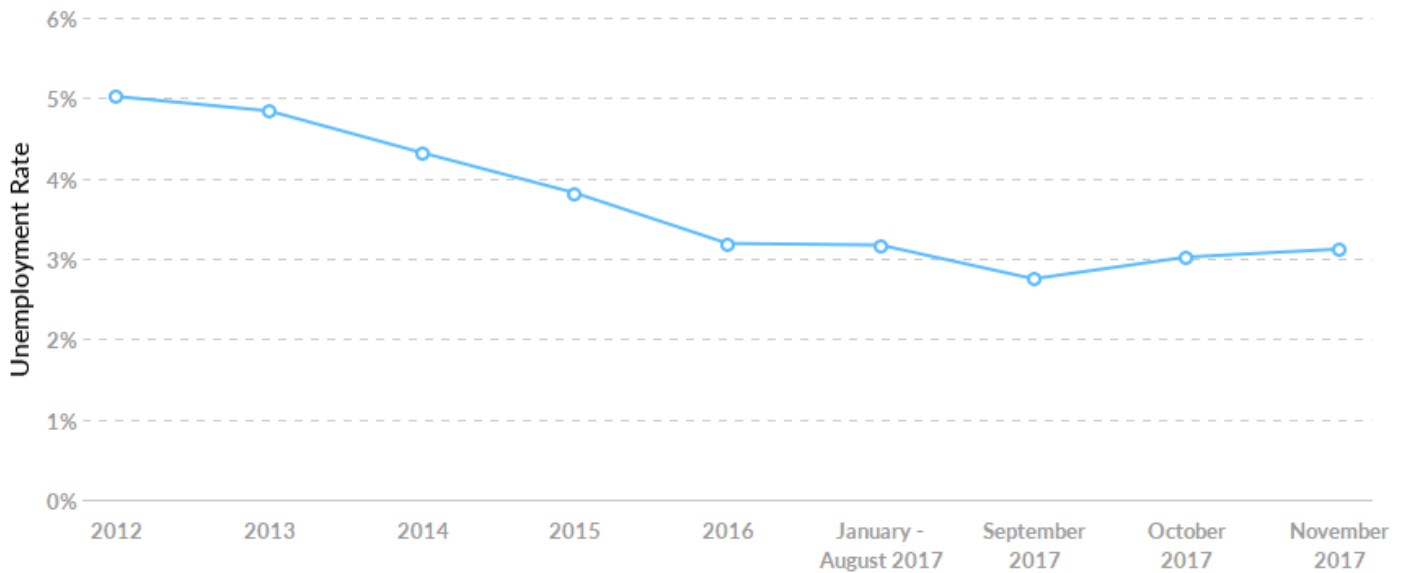


Timeframe	Labor Force Participation Rate
2012	70.52%
2013	70.43%
2014	70.42%
2015	70.81%
2016	70.42%
January - August 2017	70.43%
September 2017	70.97%
October 2017	71.00%
November 2017	70.91%

Historic & Projected Trends - Cont.

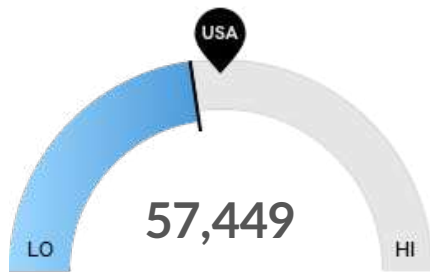
Unemployment Rate Trends

Howard County, MD had a November 2017 unemployment rate of 3.12%, **decreasing from 5.02%** 5 years before.



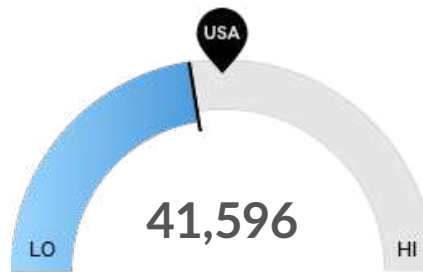
Timeframe	Unemployment Rate
2012	5.02%
2013	4.84%
2014	4.32%
2015	3.82%
2016	3.19%
January - August 2017	3.17%
September 2017	2.75%
October 2017	3.02%
November 2017	3.12%

Population Characteristics



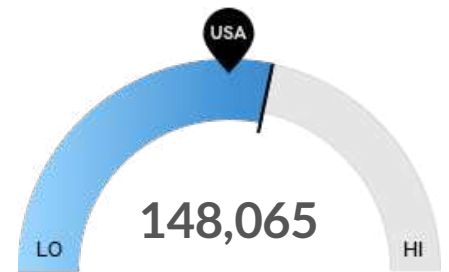
Millennials

Howard County, MD has 57,449 millennials (ages 20-34). The national average for an area this size is 65,834.



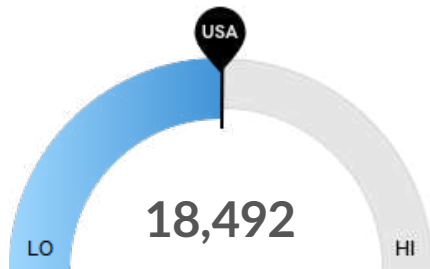
Retiring Soon

Retirement risk is low in Howard County, MD. The national average for an area this size is 48,345 people 65 or older, while there are 41,596 here.



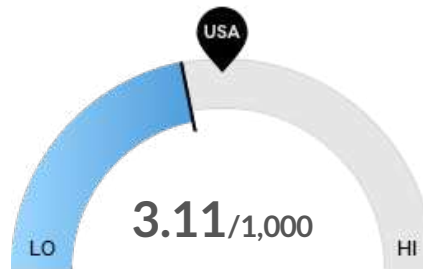
Racial Diversity

Racial diversity is high in Howard County, MD. The national average for an area this size is 122,873 racially diverse people, while there are 148,065 here.



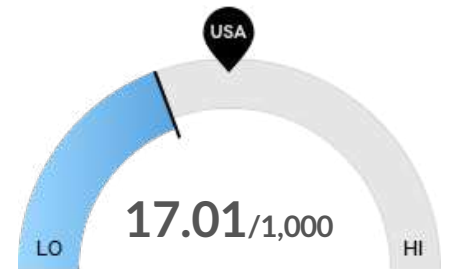
Veterans

Howard County, MD has 18,492 veterans. The national average for an area this size is 18,350.



Violent Crime

Howard County, MD has 3.11 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



Property Crime

Howard County, MD has 17.01 property crimes per 1,000 people. The national rate is 24.22 per 1,000 people.

Population Characteristics - Cont.

Place of Work vs Place of Residence

Understanding where talent in Howard County, MD currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #7 for resident workers. The top ZIP for resident workers is 21043.



Where Talent Works

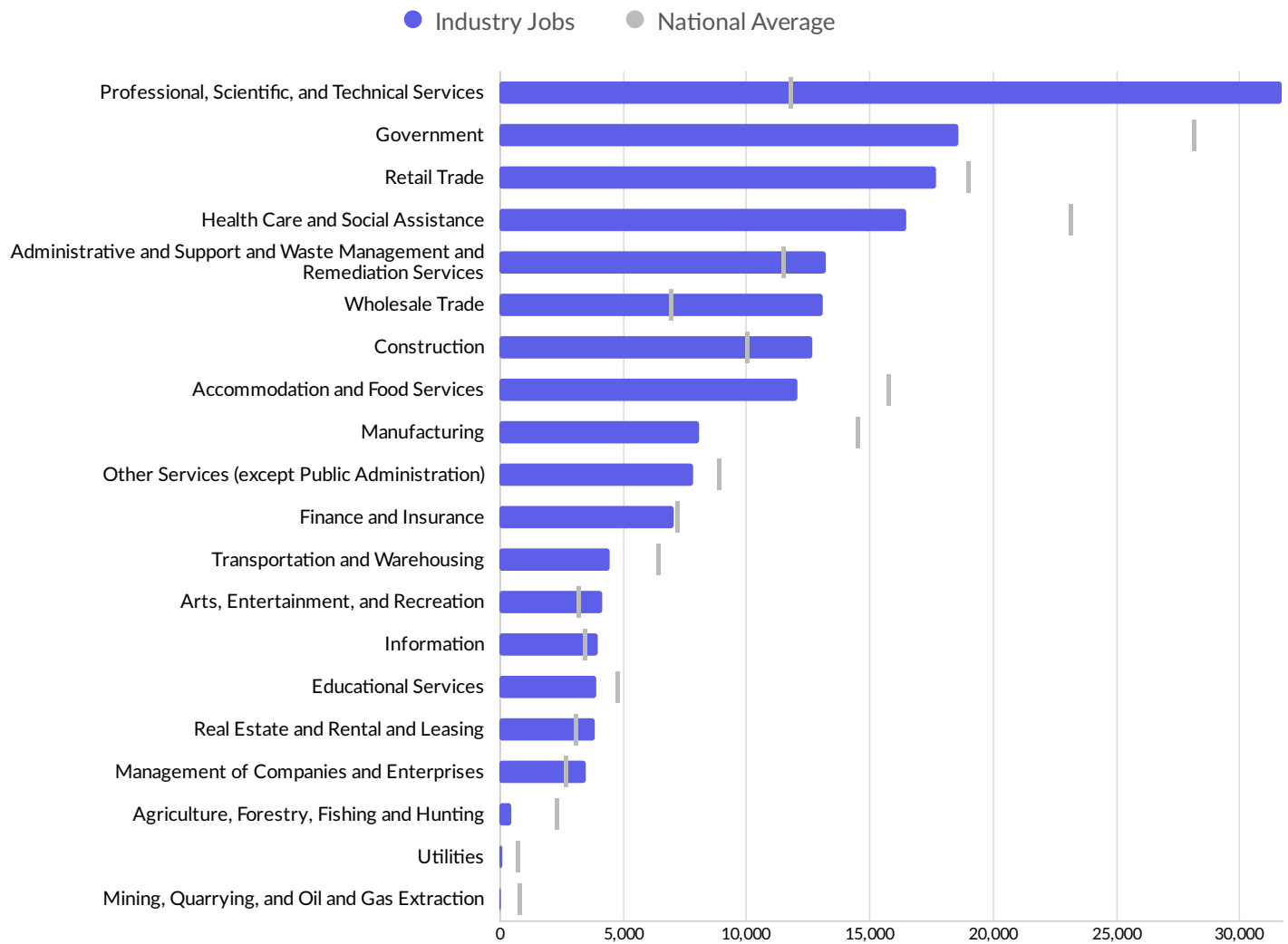
ZIP	Name	2017 Employment
21046	Columbia, MD (in How...	30,259
21044	Columbia, MD (in How...	25,540
21045	Columbia, MD (in How...	25,323
21042	Ellicott City, MD (in Ho...	19,486
21075	Elkridge, MD (in Howa...	16,603

Where Talent Lives

ZIP	Name	2017 Workers
21043	Ellicott City, MD (in Ho...	22,264
21044	Columbia, MD (in How...	21,757
21045	Columbia, MD (in How...	21,199
21042	Ellicott City, MD (in Ho...	21,087
21075	Elkridge, MD (in Howa...	15,827

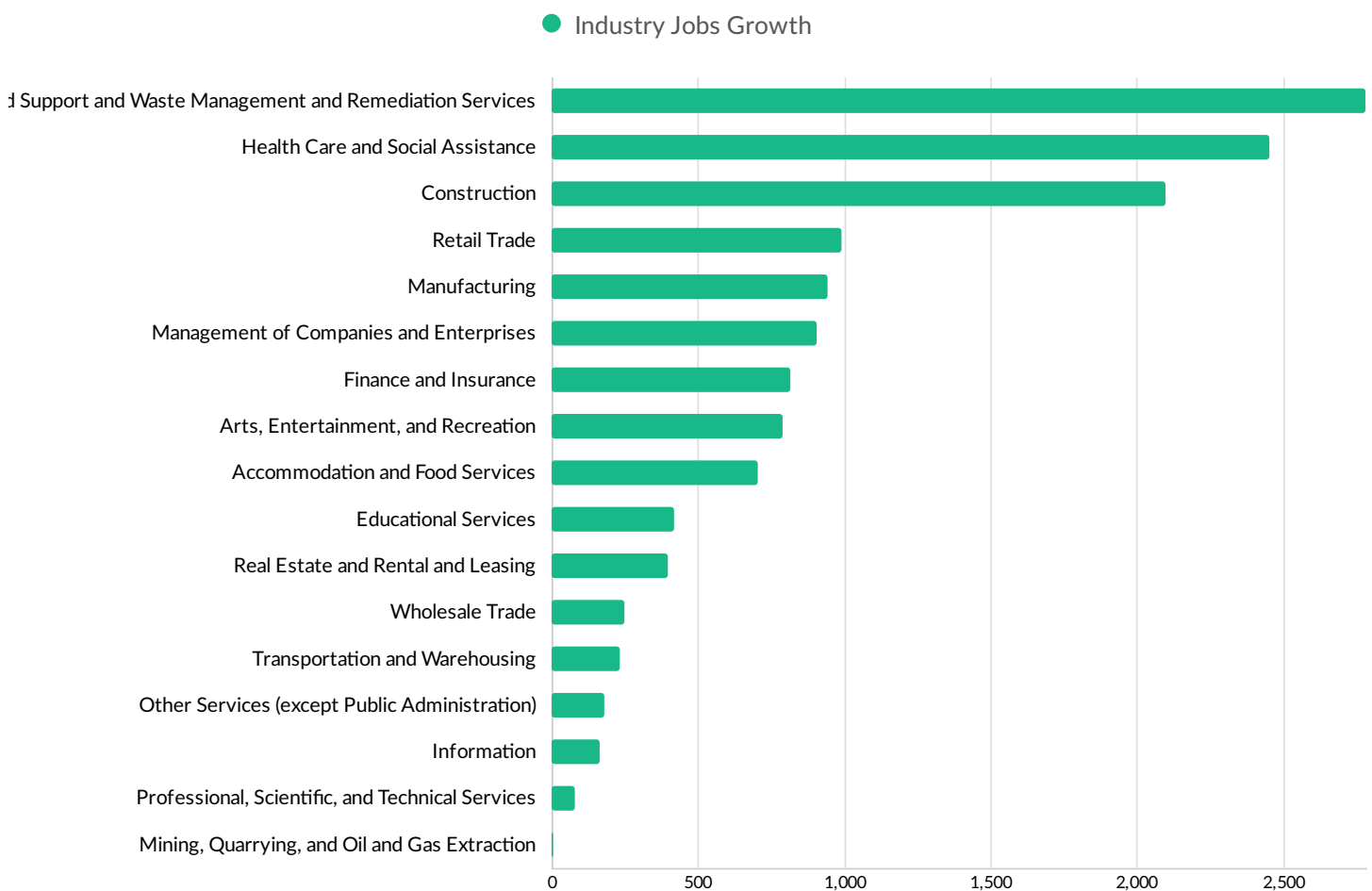
Industry Characteristics

Largest Industries



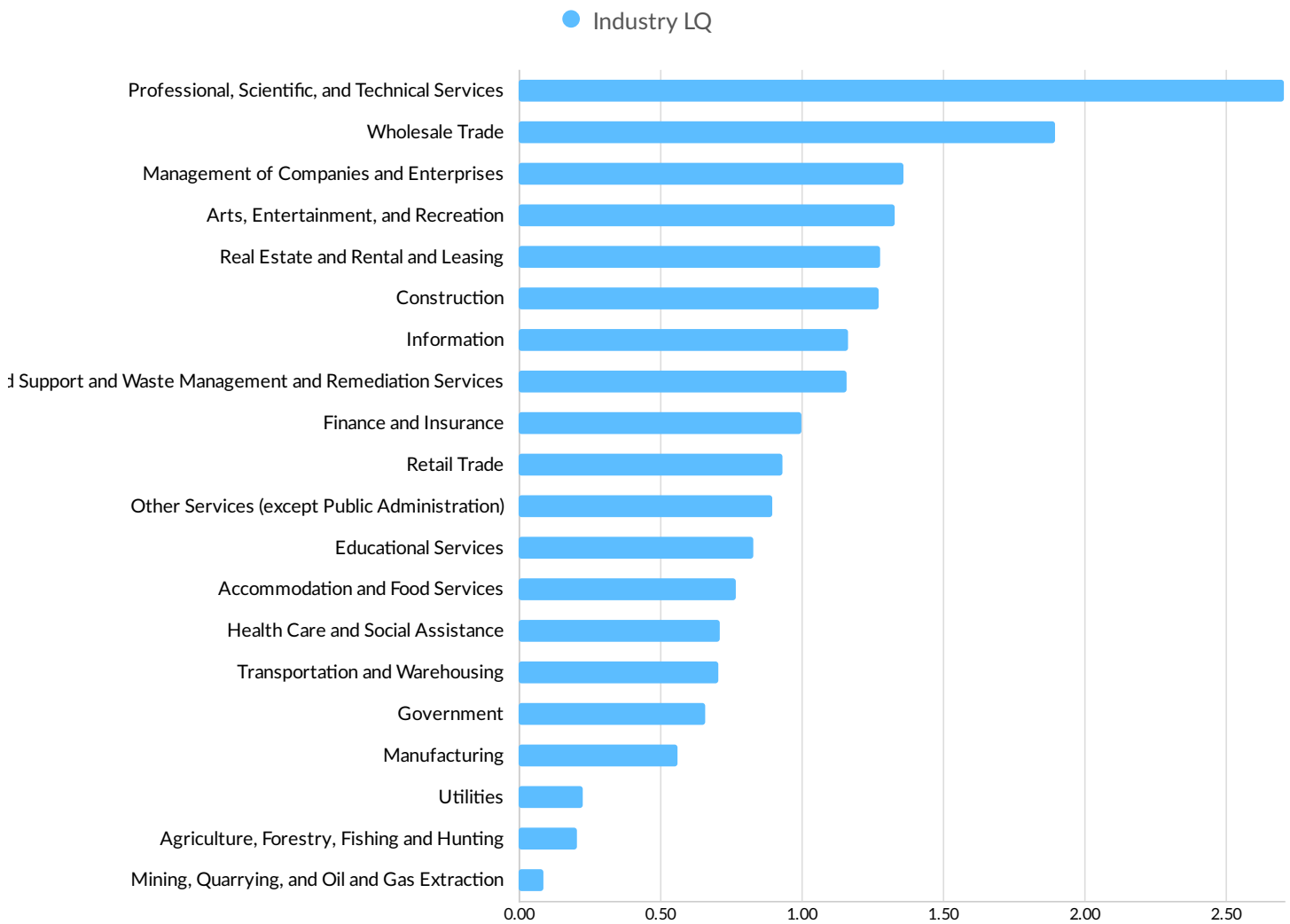
Industry Characteristics - Cont.

Top Growing Industries



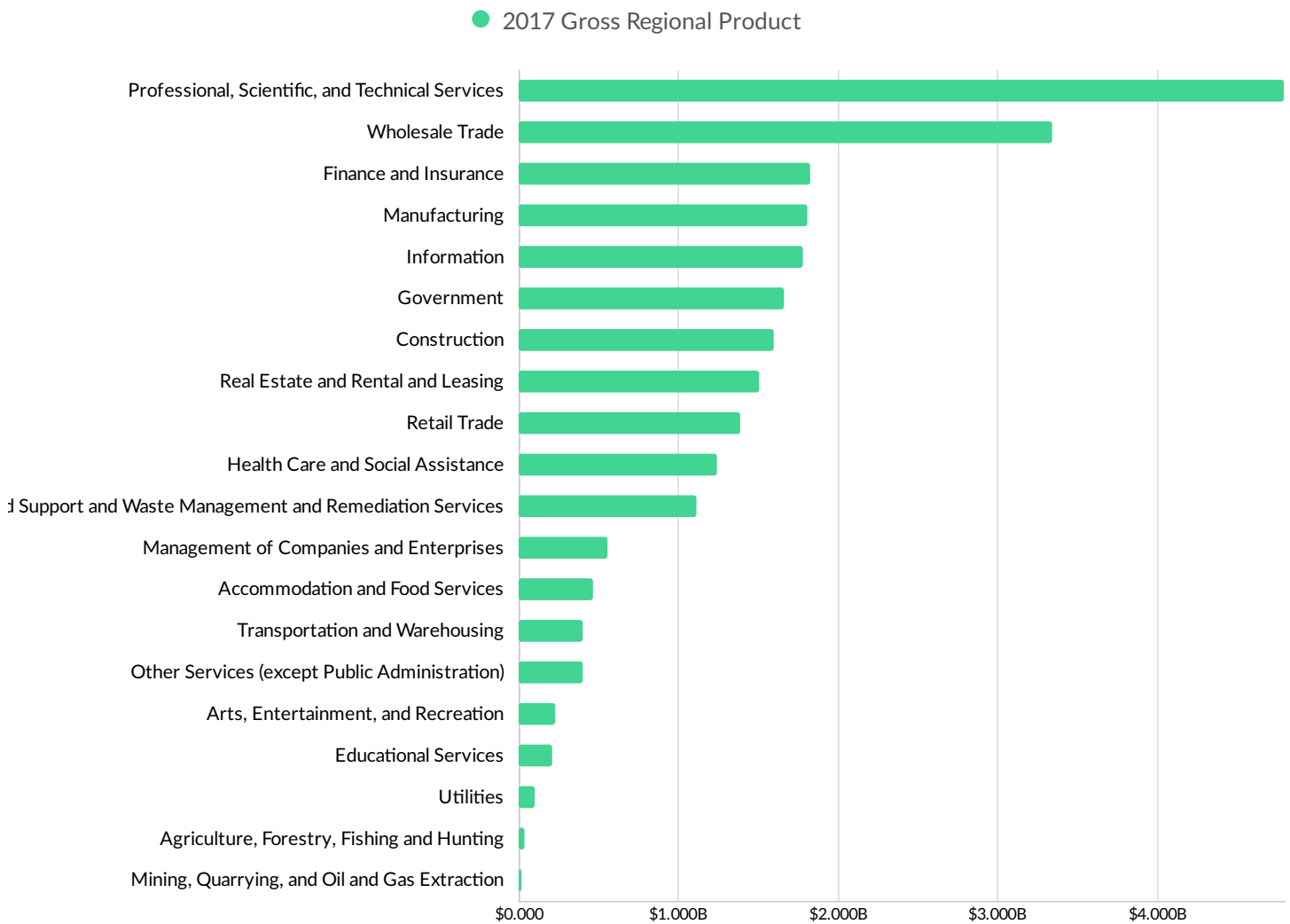
Industry Characteristics - Cont.

Top Industry LQ



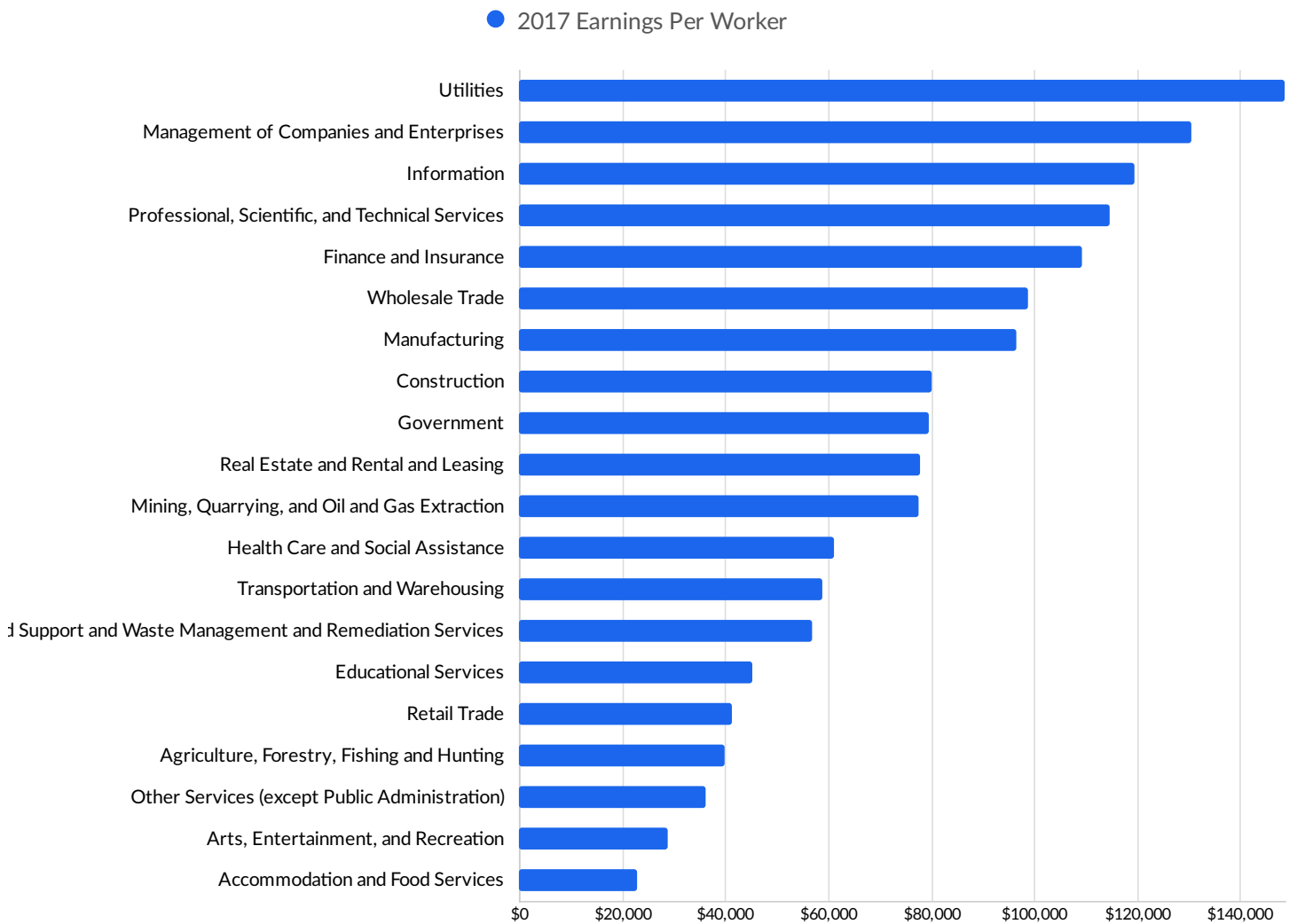
Industry Characteristics - Cont.

Top Industry GRP



Industry Characteristics - Cont.

Top Industry Earnings



Industry Characteristics - Cont.

Industry	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Earnings Per Worker	2017 GRP
Professional, Scientific, and Technical Services	31,659	31,737	78	+0%	2.71	\$114,659	\$4.80B
Government	20,685	18,625	-2,060	-10%	0.66	\$79,518	\$1.66B
Retail Trade	16,708	17,697	989	+6%	0.93	\$41,344	\$1.39B
Health Care and Social Assistance	14,032	16,484	2,452	+17%	0.71	\$61,160	\$1.24B
Administrative and Support and Waste Management and Remediation Services	10,472	13,255	2,783	+27%	1.16	\$56,926	\$1.11B
Wholesale Trade	12,840	13,090	250	+2%	1.90	\$98,793	\$3.34B
Construction	10,618	12,716	2,098	+20%	1.27	\$80,114	\$1.60B
Accommodation and Food Services	11,377	12,084	707	+6%	0.77	\$23,040	\$468.10M
Manufacturing	7,173	8,114	941	+13%	0.56	\$96,629	\$1.81B
Other Services (except Public Administration)	7,708	7,886	178	+2%	0.90	\$36,315	\$399.68M
Finance and Insurance	6,280	7,097	817	+13%	1.00	\$109,367	\$1.83B
Transportation and Warehousing	4,256	4,491	235	+6%	0.71	\$58,940	\$400.59M
Arts, Entertainment, and Recreation	3,382	4,174	792	+23%	1.33	\$28,975	\$228.16M
Information	3,804	3,969	165	+4%	1.16	\$119,398	\$1.78B
Educational Services	3,500	3,918	418	+12%	0.83	\$45,348	\$210.59M

Industry Characteristics - Cont.

Industry	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Earnings Per Worker	2017 GRP
Real Estate and Rental and Leasing	3,501	3,897	396	+11%	1.28	\$77,746	\$1.51B
Management of Companies and Enterprises	2,621	3,526	905	+35%	1.36	\$130,615	\$557.45M
Agriculture, Forestry, Fishing and Hunting	1,260	460	-800	-63%	0.21	\$39,929	\$36.82M
Utilities	151	147	-4	-3%	0.23	\$148,636	\$104.24M
Mining, Quarrying, and Oil and Gas Extraction	58	63	5	+9%	0.09	\$77,502	\$18.50M

Business Characteristics

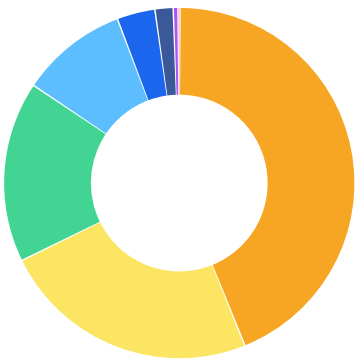
16,323 Companies Employ Your Workers

Online profiles for your workers mention 16,323 companies as employers, with the top 10 appearing below. In the last 12 months, 3,257 companies in Howard County, MD posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Howard County Public Schools	709 	Lyft, Inc.	5,937 
Johns Hopkins University	455 	Anthem, Inc.	4,059 
University of Maryland	311 	Mantech International Corpora...	2,976 
Howard Community College	289 	AT&T Inc.	2,638 
Northrop Grumman Corporation	259 	Medstar Health	2,574 
United States Army	238 	Aerotek, Inc.	2,379 
Woodward County Government	181 	Leidos Holdings, Inc.	2,370 
University Specialty Hospital	170 	CRST International, Inc.	2,043 
Howard County General Hospi...	157 	Robert Half International Inc.	1,463 
Verizon Communications Inc.	154 	Johns Hopkins University	1,368 

Business Characteristics - Cont.

Business Size

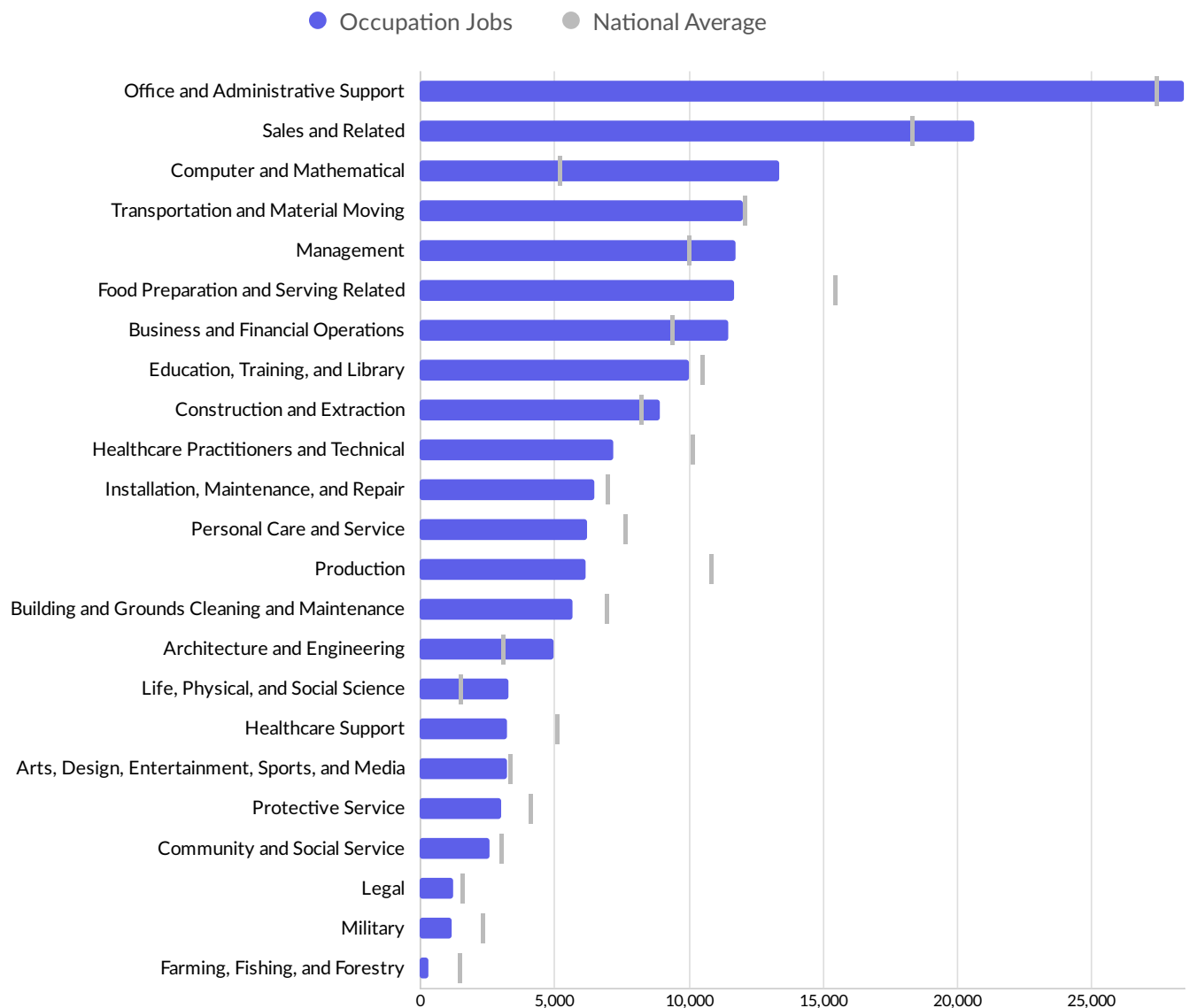


	Percentage	Business Count
1 to 4 employees	43.8%	5,427
5 to 9 employees	23.8%	2,952
10 to 19 employees	16.7%	2,065
20 to 49 employees	9.9%	1,222
50 to 99 employees	3.5%	435
100 to 249 employees	1.7%	207
250 to 499 employees	0.4%	54
500+ employees	0.2%	23

**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

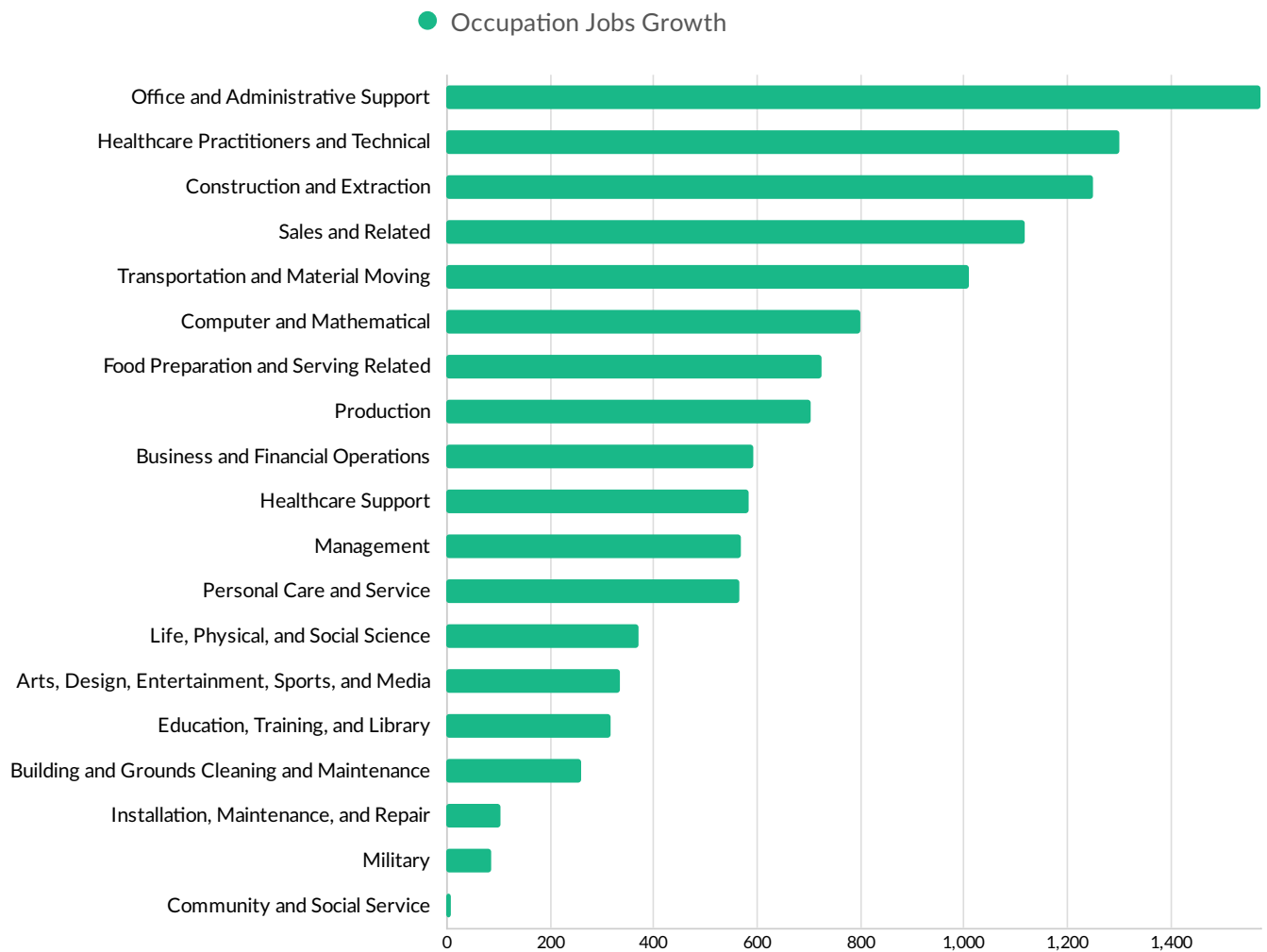
Workforce Characteristics

Largest Occupations



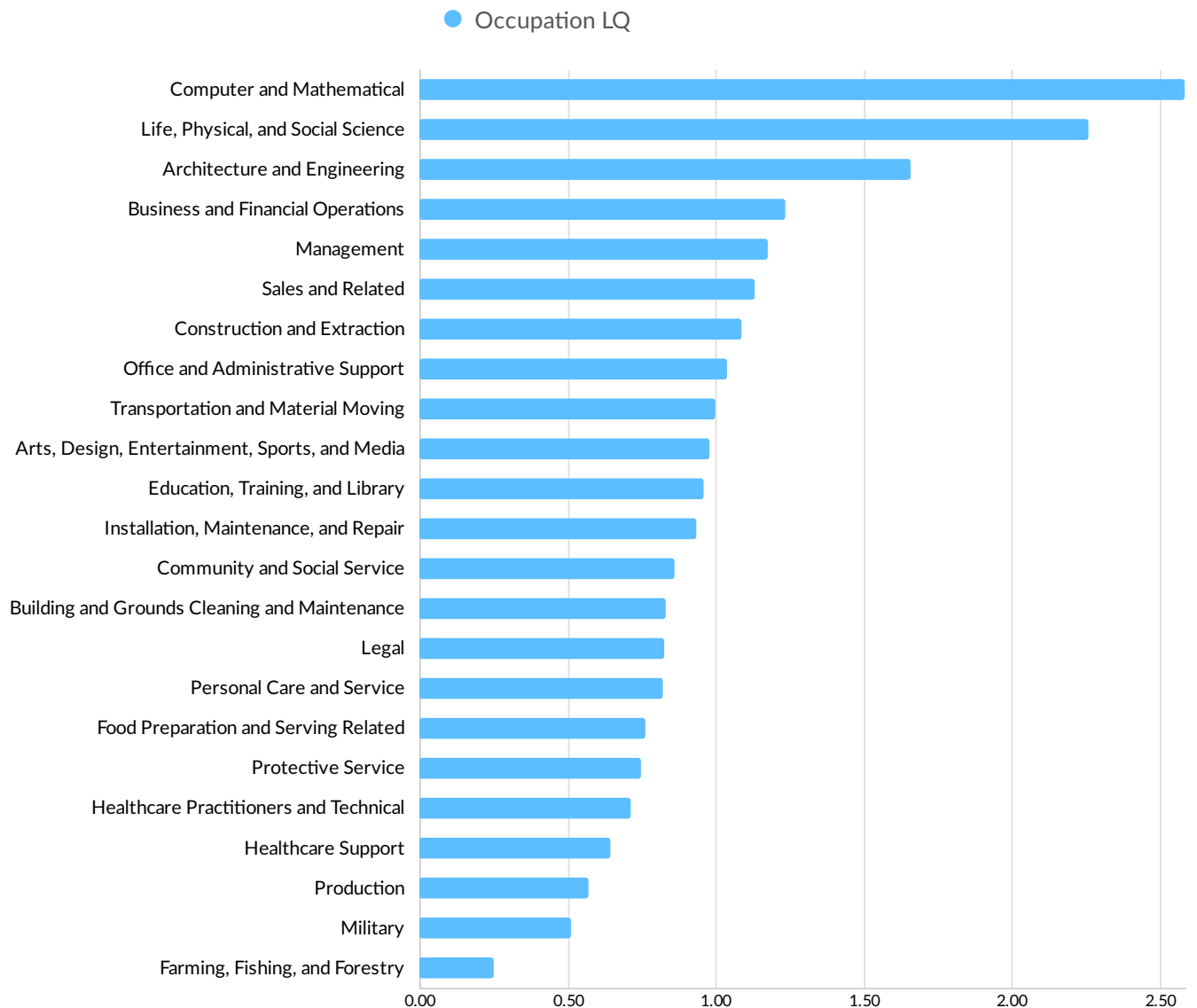
Workforce Characteristics - Cont.

Top Growing Occupations



Workforce Characteristics - Cont.

Top Occupation LQ



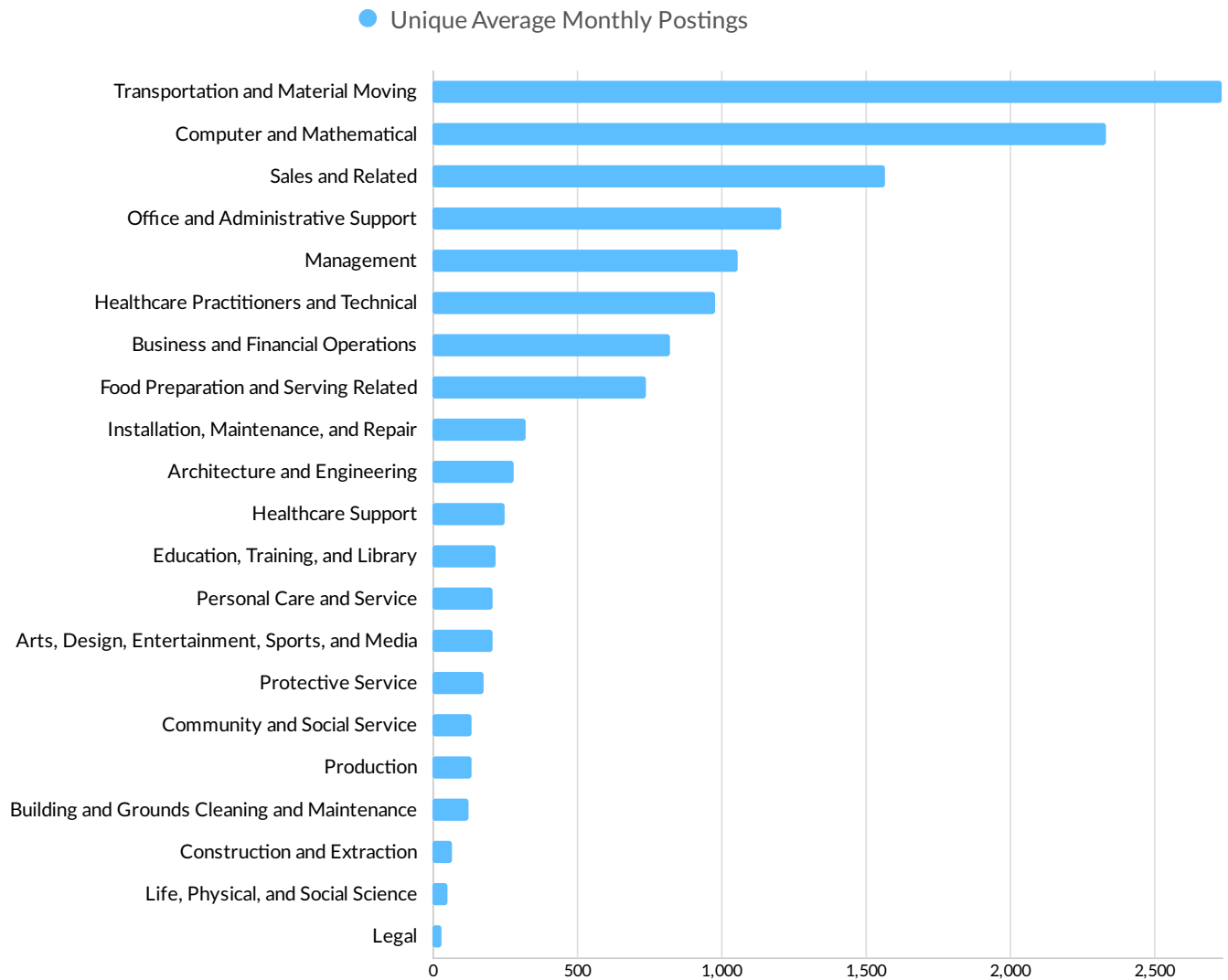
Workforce Characteristics - Cont.

Top Occupation Earnings



Workforce Characteristics - Cont.

Top Posted Occupations



Workforce Characteristics - Cont.








Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2016 Avg. Hourly Earnings	Mar 2017 - Feb 2018 Unique Average Monthly Postings
Office and Administrative Support	26,866	28,441	1,575	+6%	1.04	\$20.03	1,211
Sales and Related	19,546	20,664	1,118	+6%	1.13	\$24.20	1,566
Computer and Mathematical	12,567	13,368	801	+6%	2.59	\$49.29	2,334
Transportation and Material Moving	11,001	12,013	1,012	+9%	1.00	\$18.92	2,735
Management	11,180	11,751	571	+5%	1.18	\$61.69	1,058
Food Preparation and Serving Related	10,985	11,711	726	+7%	0.76	\$11.73	742
Business and Financial Operations	10,895	11,489	594	+5%	1.24	\$37.69	825
Education, Training, and Library	9,695	10,012	317	+3%	0.96	\$28.76	217
Construction and Extraction	7,681	8,931	1,250	+16%	1.09	\$24.71	69
Healthcare Practitioners and Technical	5,905	7,208	1,303	+22%	0.71	\$40.08	981
Installation, Maintenance, and Repair	6,398	6,504	106	+2%	0.94	\$25.04	320
Personal Care and Service	5,661	6,229	568	+10%	0.82	\$13.81	210
Production	5,477	6,181	704	+13%	0.57	\$19.81	134
Building and Grounds Cleaning and Maintenance	5,452	5,713	261	+5%	0.83	\$14.24	123
Architecture and Engineering	5,213	4,994	-219	-4%	1.66	\$46.08	283

Workforce Characteristics - Cont.

Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2016 Avg. Hourly Earnings	Mar 2017 - Feb 2018 Unique Average Monthly Postings
Life, Physical, and Social Science	2,928	3,299	371	+13%	2.26	\$39.43	53
Healthcare Support	2,680	3,266	586	+22%	0.65	\$15.82	248
Arts, Design, Entertainment, Sports, and Media	2,915	3,251	336	+12%	0.98	\$25.12	208
Protective Service	3,286	3,060	-226	-7%	0.75	\$23.45	178
Community and Social Service	2,576	2,584	8	+0%	0.86	\$24.28	137
Legal	1,437	1,243	-194	-14%	0.83	\$39.87	29
Military	1,088	1,175	87	+8%	0.51	\$19.24	0
Farming, Fishing, and Forestry	651	348	-303	-47%	0.25	\$17.65	1

Educational Pipeline

In 2016, there were 1,926 graduates in Howard County, MD. This pipeline has shrunk by 4% over the last 5 years. The highest share of these graduates come from General Studies, Liberal Arts and Sciences/Liberal Studies, and Registered Nursing/Registered Nurse.

School	Total Graduates (2016)	Graduate Trend (2012 - 2016)
Howard Community College	1,249	
Lincoln College of Technology-Columbia	284	
Maryland University of Integrative Health	215	
University of Phoenix-Maryland	95	
Paul Mitchell the School-Jessup	78	
Cosmopolitan Beauty and Tech School	5	
American Career Institute	0	

● Certificate
 ● Associate's
 ● Bachelor's
 ● Master's or Higher